

WHAT IS CLAIMED IS:

1. A method for providing search results, comprising:
receiving a search query;
retrieving one or more objects in response to the search query;
determining whether the search query corresponds to at least one query
5 theme of a group of query themes;
ranking the one or more objects based on a result of the determination; and
providing the ranked one or more objects.
2. The method of claim 1 wherein the objects include web pages.
3. The method of claim 1 further comprising:
10 determining whether any of the one or more objects relates to a list of
favored and non-favored sources.
4. The method of claim 3 wherein the ranking includes:
determining a score for those objects that are unrelated to the list of
favored and non-favored sources using a first group of parameters,
15 determining a score for those objects that relate to the list of favored or
non-favored sources using the first group of parameters and an editorial opinion
parameter, and
ranking the objects based on the determined scores.

5. The method of claim 4 wherein the editorial opinion parameter causes the rank of those objects corresponding to favored sources to be increased and a rank of those objects corresponding to non-favored sources to be decreased.

6. The method of claim 1 wherein the determining includes:
5 determining whether the search query corresponds to a query rule associated with each query theme.

7. The method of claim 1 wherein each query theme is classified into a first set of topics, and

wherein the determining includes:
10 classifying the search query into a second set of topics, and
determining that the search query corresponds to a query theme when the second set of topics relates to the first set of topics associated with that query theme.

8. A system that provides search results, comprising:
15 means for receiving a search query that includes at least one search term;
means for retrieving one or more objects based on the at least one search term;

means for determining whether the search query corresponds to at least one of a plurality of query themes;

means for ranking the one or more objects based on whether the search query corresponds to at least one of the plurality of query themes; and

5 means for providing the ranked one or more objects.

9. A computer-readable medium containing instructions for controlling at least one processor to perform a method that provides search results, the method comprising:

receiving a search query that includes at least one search term;

10 obtaining one or more objects based on the at least one search term;

determining whether the search query corresponds to at least one of a plurality of query themes;

determining a score for each of the one or more objects based on whether the search query corresponds to at least one of the plurality of query themes; and

15 providing a ranked list containing the one or more objects based on the determined score.

10. A server comprising:

a memory configured to store instructions and a group of query themes;

and

a processor configured to execute the instructions to obtain a search query that includes at least one search term, retrieve one or more objects based on the at least one search term, determine whether the search query corresponds to at least one of the group of query themes, rank the one or more objects based on whether the search query corresponds to at least one of the group of query themes, and provide the ranked one or more objects.

11. A method for determining an editorial opinion parameter for use in ranking search results, comprising:

developing one or more query themes;
10 identifying, for each query theme, a first set of objects as favored objects;
identifying, for each query theme, a second set of objects as non-favored objects; and
determining an editorial opinion parameter for each of the objects in the first and second sets.

12. The method of claim 11 further comprising:

determining, for each query theme, one or more rules for determining whether a search query satisfies the respective query theme.

13. The method of claim 11 further comprising:

determining, for each query theme, one or more topics for determining whether a search query satisfies the respective query theme.

14. The method of claim 13 wherein the one or more topics are selected from at least one hierarchical directory.

5 15. The method of claim 11 wherein the first and second sets of objects are sets of web sites.

16. The method of claim 15 wherein the identifying a first set of objects includes:
identifying the first set of objects using host names.

10 17. The method of claim 15 wherein the identifying a first set of objects includes:
identifying the first set of objects using one or more Uniform Resource Locator (URL) prefixes.

18. The method of claim 15 wherein the identifying a first set of objects includes:
classifying each query theme into a set of topics from a hierarchical directory, and

identifying host names listed under the set of topics as being in the first set of objects for that query theme.

19. The method of claim 11 wherein the editorial opinion parameter causes a rank of an object to be increased or decreased based on whether the object is in the first
5 or second set.

20. A computer-readable medium containing one or more instructions for controlling at least one processor to perform a method for determining an editorial opinion parameter for use in ranking search results, the method comprising:
10 identifying, for each of a group of search query themes, a first set of objects as favored objects;
identifying, for each of the group of search query themes, a second set of objects as non-favored objects; and
determining an editorial opinion parameter for each of the objects in the first and second sets of objects.

21. A computer-readable medium containing a data structure comprising:
15 a query theme field that stores at least one query theme;
a favored and non-favored sources field that stores information identifying favored and non-favored web sites for each query theme in the query theme field; and

an editorial parameter field that stores an editorial parameter for each favored and non-favored web site identified in the favored and non-favored sources field.

22. The computer-readable medium of claim 21 wherein the at least one query theme includes at least one of a query theme rule and a set of topics from one or more hierarchical directories.
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